B. AMENDMENTS TO THE SPECIFICATION

Please amend the specification as follows:

~~The systems, methods and programs of the present invention enable personal information of a user to be controlled, by the user, in a network environment.~~ A client machine, having stored personal information of a user, receives a request from a first network entity to send the stored personal information to a specified list of other network entities. The request may include a financial incentive ~~in the form of a discount or coupons for specified goods or services~~. The specified list is presented to the user at the client in a selectable manner thereby enabling one or more of the network entities to be selected by the user. ~~The personal information can be separately edited for each of the selected network entities.~~ The personal information, as edited, is sent to the selected network entities from the client machine with a copy to the requesting first entity. ~~The requesting network entity may send a remuneration to the user for further distributing the user's personal information to other network entities. In a further embodiment, the client machine watermarks the personal information before sending it to a network entity. A separate watermark may be used for each network entity to which the information is sent.~~

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